



# TECHNICAL UNIVERSITY OF MOMBASA

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SCHOOL OF HUMANITIES AND SOCIAL SCIENCES

DEPARTMENT OF COMMUNICATION STUDIES

**UNIVERSITY EXAMINATION FOR:**

**BACHELOR OF JOURNALISM AND MASS COMMUNICATION**

**BMC 4110: INTRODUCTION TO PRINT MEDIA**

**END OF SEMESTER EXAMINATION**

**SERIES: MAY 2016**

**TIME: 2 HOURS**

**DATE:** Pick Date Select Month Pick Year

## **Instructions to Candidates**

You should have the following for this examination

*-Answer Booklet, examination pass and student ID*

This paper consists of **FIVE** questions. Attempt question ONE (Compulsory) and any other TWO questions.

**Do not write on the question paper.**

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## **SECTION A (Compulsory)**

### **Question ONE**

- I. In print media, state any **FOUR** differences between hard news and soft news **(8 marks)**
- II. Highlight any **THREE** characteristics of the penny press era of journalism **(6 marks)**
- III. Explain **FIVE** importance of print media to society **(10 marks)**
- IV. Highlight any **SIX** elements of news **(6 marks)**

**SECTION B (Answer any Two Questions)**

**Question TWO**

Explain the greatest challenges newspapers face as they transition to online journalism **(20 marks)**

**Question THREE**

Describe the historical roots of the modern newspaper industry and state factors that lead to the emergence of the newspaper **(20 marks)**

**Question FOUR**

Discuss the significance of the Yellow journalism era as it relates to the print media **(20 marks)**

**Question FIVE**

Discuss the impact of advertisements on print media stories **(20 marks)**